

WOMAN THING STATUS-Spring

3-24 Status	Next Steps
Retail <ul style="list-style-type: none"> •POS printing complete •TM sent field letter w/bar night details & VIP opportunities to field 	Drops May Dallas & NY to go out 3/28
Media <ul style="list-style-type: none"> •Martha ROP •Bar Night ROP •National Ad •City Books(Bar Night ROP) 	Drops each weekend prior to show Drops every week beginning the week prior to the event Drops April 15 in May issues of selected books Drops N.O. March & NY April
Direct <ul style="list-style-type: none"> •All Local, 25-29, Off. & Def. mailings dropped -Sweeps script approved & winner cards printed 	Dropped 2/3, 2/24, 3/17 Sweeps Call-in 4/19
Research <ul style="list-style-type: none"> •Strategic-in process •Tactical-begins 3/24 •Evaluative-begins April 	Results beginning of May Results beginning of May Results end of June -Meeting with Research 3/26 to discuss plan
1-800# VS EVENT <ul style="list-style-type: none"> •IVR up & running for 1st nine cities -As of last week 2472 	Will update New York next week Detailed report by city and event due 3/28
Name Generation <ul style="list-style-type: none"> •Collection process in place -To date, averaging 50-75 female names per night (compares to Parliament at 75-100 names per night for males and females) 	Updates to come 4 wks. after event ends. New name report 8 wks.
Bar Nights <ul style="list-style-type: none"> •Clubs & Bands finalized for all markets -Voting concept has generated a lot of excitement at bar nights -Martha's first two concerts went well with soap fans in attendance 	
PR <ul style="list-style-type: none"> •Discuss NY PR •Letter to Leslie N. being revised by Legal •Special situation procedures put together by Corp. Affairs, all parties notified of responsibilities 	3/31 To be sent 3/28

3/25/97

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WOMAN THING STATUS-Fall

<u>3-24 Status</u>	<u>Next Steps</u>
CD <ul style="list-style-type: none">•Pauley contract signed•Recording<ul style="list-style-type: none">-Producer contract being revised•issued Packaging brief-Vendor bids went out	4/14-5/2 Complete 3/31 Comps due 3/31 Vendor chosen 4/14
Dance Single <ul style="list-style-type: none">•Review Spring results & recommendation for Fall	Due 3/31
Retail <ul style="list-style-type: none">•Brief issued	Drops November in 10 new markets (few may be repeated from 1st half) Comps due 4/28
Media <ul style="list-style-type: none">•Print brief-Pauley ROP-Bar Night ROP-National Ad-Rolling Stone add-inside spread being negotiated-City Books(Bar Night ROP)	Due 4/21 Drops each weekend prior to show Drops every week beginning the week prior to the event Drops Oct. Drop Sept.
Direct <ul style="list-style-type: none">•DM brief-Local (offer being finalized)-Off. & Def. (no sweeps call in, all Spring respon. & 21-29 get free CD)-25-29 (Spring responders receive free CD)	Due 4/14 Drops Sept. & October Drops Nov. Drops Nov.
Bar Nights <ul style="list-style-type: none">•Fall markets plan presented by GMR & Events	Drops Oct. & Nov. Due 3/31

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WOMAN THING STATUS-Spring '98

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Plan •Proposal	Due w/o 4/14

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